

Attention all ENERGY STAR® Ceiling Fan Partners,

Please take a moment to read the information provided below which includes updates to program requirements, testing clarifications, and marketing opportunities. You can expect to see these partner updates at least once a month.

1. Proposed Ceiling Fan Industry Meeting: Requesting Feedback

ENERGY STAR is planning a ceiling fan industry meeting over the next few months. Preliminary agenda items include a Draft Testing Facility Manual ready for review, discussions on testing and labeling issues/concerns, and preparations for Tier II requirements. Please let us know which location you prefer by choosing one of these options:

May – Venue TBD, Washington, DC

May – Venue TBD, Chicago, IL

May – Hospitality & Design Show, Las Vegas, NV

June – Dallas Market, Dallas, TX

Simply respond to this email with your preference!

2. Qualification Letter Now Accepted for ENERGY STAR Ceiling Fan Lighting Testing Requirement

To make it easier for partners to meet the testing documentation requirement for lighting under the ceiling fan specification, we are now accepting Qualification Letters. EPA provides a Qualification Letter to each lighting manufacturer after approving their product(s) for the ENERGY STAR label. If you are submitting a ceiling fan/light kit combination model for ENERGY STAR qualification: this letter may be submitted, along with your completed qualified product information (QPI) form and CFM/watt laboratory test results, in lieu of lighting testing results. Ask your supplier(s) for a copy of their Qualification Letter!

3. Important Testing Alert: Testing Fan/Light Combinations

Please read the following requirement included in Section 3.A Airflow Efficiency of the Eligibility Criteria of the Ceiling Fan Program Requirements:

“Models sold with light kits or integrated light sources must be tested with those light sources mounted in their intended position and switched off.”

All fan models that are sold with a particular light kit **MUST be tested with that light kit** before it can be qualified and listed on the Web site as ENERGY STAR. For example, if there are two identical fan models, one sold with a light kit and one without, there must be two separate lab reports submitted to ENERGY STAR. The testing laboratories are offering to test fan models with and without the light kits attached in one session. Contact one of the third-party laboratories (listed below) for more information. To review the Ceiling Fan Program Requirements visit www.energystar.gov/library under ENERGY STAR for Products: Ceiling Fans.

Note: qualifying models submitted with pin-based lighting data require a more extensive review process and may take longer to post.

4. Testing Facility Contacts

The following three testing laboratories are available for ENERGY STAR qualification of your products:

Hunter Fan Company, USA
Contact: Vin Mehta (901) 248-2211

Intertek Testing Service (ITS), USA
Contact: Jason Prentice (607) 758-6262

Underwriters Laboratory, Taiwan
Testing Proposed to Begin in March 2002
Contact: Mike Chang (mike.chang@tw.ul.com)

5. Attend the 2002 Awards Ceremony!

ENERGY STAR will be having its 2002 Awards Ceremony on March 26th at the Capital Hilton in Washington, DC. This ceremony will be held in conjunction with the 2002 American Council for an Energy Efficient Economy (ACEEE) National Symposium on Market Transformation from March 25-26. For more information on the Awards ceremony and to register for the event, visit the ENERGY STAR Web site at www.energystar.gov/awards. For more information on the symposium, visit the ACEEE Web site at www.aceee.org. We hope that you will be able to attend these events.

Also, in conjunction with the ACEEE Symposium, ENERGY STAR will be conducting a Change a Light, Change the World (CAL) Roll-Out Meeting on March 27th from 9:00 a.m. – noon at the Capital Hilton. The *Change a Light, Change the World 2002* promotion will run from October – December of this year. The CAL concept, the new marketing templates, the PR plan, success stories and more will be shared at this meeting. More information about CAL will sent to you soon!

6. Submit your Qualified Products!

Spring is right around the corner and so are the rebates! Have you tested your products and submitted your QPI form yet? Don't miss this opportunity to showcase your qualified products to the consumers, purchasers, and utilities that visit the ENERGY STAR Web site regularly! Please note that most of these rebates focus on ceiling fans with lighting – this is a great marketing opportunity to pass along savings to your customer. Qualify your fan/light combination models today!

For more information on utility rebate programs, contact Rebecca Foster with the Consortium for Energy Efficiency (CEE) at (617) 589-3949 ext. 225 or by email at rfoster@cee1.org. You can also visit the CEE Web site at www.cee1.org.

7. Labeling Requirements Review

While labeling your boxes and promoting your qualified ceiling fans, remember the following requirements under the Program Requirements:

“The ENERGY STAR label must be clearly displayed on product packaging, in product literature (i.e., user manuals, spec sheets, etc.), and on the manufacturer's Internet site where information about ENERGY STAR qualified models is displayed”.

We also recommend that you include the ENERGY STAR logos in your promotional and marketing materials as well (i.e., product brochures, catalogues, etc.).

We are here to help you – if you have any questions regarding logo usage please contact Rebecca Miller at rmiller@icfconsulting.com. You may also refer to the Logo Use Guidelines at www.energystar.gov/library.

8. Marketing Opportunities

ENERGY STAR recently launched a 2-year national campaign called **Change** to raise consumer awareness of ENERGY STAR. You can leverage your marketing efforts and message from these ongoing efforts.

Planning on promoting your partnership with ENERGY STAR or showcasing your ENERGY STAR qualified products at upcoming trade shows (i.e., Hospitality & Design Show, Dallas Market)? Let us help you prepare! ENERGY STAR can review your ENERGY STAR related materials and offer some additional ideas. In addition, we also have a number of resources available including materials related to the **Change** campaign. These materials include signs, promotional inserts, hang tags, and product brochures. If you have specific marketing needs, contact Rebecca Miller at rmiller@icfconsulting.com or by phone at (202) 862-1266! Visit the **Change** campaign Web site at www.energystar.gov/change.

There are also a number of opportunities to promote your participation in ENERGY STAR through Web linking and our Web site materials. To view Web site banners and templates and read our Web Linking Policy go to www.energystar.gov/partners and click on the “Promote ENERGY STAR” icon.

Participating in Cool Change? The ENERGY STAR Cool Change promotion, running April – August of this year, is aimed at raising awareness of the benefits of ENERGY STAR labeled heating and cooling equipment. For more information, go visit the following Web site: <http://www.energystar.gov/opie/coolchange/coolchange.htm>. If you are already participating in the Cool Change promotion and have questions, contact Jill Vohr at vohr.jill@epa.gov.

Thanks for your continued support of ENERGY STAR for Residential Ceiling Fans!